

CASE STUDY



ABOUT AVISTA SENIOR LIVING

- A premier option for senior living, HQ in Mesa, AZ.
- Network of 10 assisted and independent living communities in UT, AZ.
- Motto is “Where kindness counts.”
- Wanted More Move-Ins from Digital.
- Needed a Scalable Solution to Digital Lead Handling



THE CHALLENGE



- Initially Avista thought they had a lead generation problem, and we worked to increase their website conversion rate and generate more leads.
- After a few months of higher volume, we noticed there weren't an increase of move-ins logged in their CRM (PointClickCare).
- Sales staff viewed digital leads as "bad," "unqualified," or a "waste of time," yet many of them were submitting "request for a tour" form.
- Working alongside the Director of Marketing we found only a small percentage of the leads were being input to the CRM, and of those, very few were receiving follow ups.
- On average it took at least a day to respond to the lead, and when they did respond, they only called or emailed one time before calling it quits on reaching them.

100x

More likely to connect

When you respond in < 5 minutes, you are 100 times more likely to make initial contact with a lead over waiting just an hour.

21x

More likely to qualify

When you respond in < 5 minutes, you are 21 times more likely to convert a lead into an opportunity over waiting just an hour.



The optimal number of email messages is five.



93% of all converted leads are reached by the sixth call.



50% of sales happen after the fifth touch.



CASE STUDY AVISTA

SOLUTION: The Lead-to-Tour (L2T) System

Our team of experts handles the manual sales tasks for staff of overworked senior living communities.

When a digital lead comes in, we contact, qualify, and set a follow-up appointment (i.e. a tour, virtual tour, or phone call) with the prospect on behalf of the sales director.

By utilizing the latest sales enablement and automation tools in Hubspot we created a system that:



**Consistently
attempts to contact
new leads in under 5
minutes.**



**Follows-up with 8-12
touches that ensures
they successfully
make contact.**



**Accurately documents
every call, email, and
sales task throughout
the process.**

THE OUTCOME

- Since implementation of L2T at Avista they contact 89% of all inbound leads, and over 50% on the first try.
- They decreased lead response time from 2 days to just over 4 minutes.
- What's more, they were able to attribute move-ins to digital lead generation efforts with accuracy.
- The staff no longer have to spend their time manually chasing digital leads, they wake up to qualified tours.
- After realizing the time savings, the staff realized the system helped them do their jobs even better!



89%

Contact rate



4

Minute Response Time



Accurate
move-in Data

“

Since working with NextWave we've been able to create a system taking our digital leads and converting them into actual tours of our communities.

Carsten Ellsworth
Avista Senior Living



ABOUT NEXTWAVE

We help our clients improve their sales process by utilizing the latest sales enablement and marketing automation tools. If you're a senior living company and want turn more of your digital leads into qualified tours or appointments, we can help. As a Hubspot partner, we have access to a range of tools and resources that have allowed us to customize solutions for the senior living industry.



Book a **FREE**
Strategy Session